

Message Text

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22

ACTION EA-09

INFO OCT-01 ISO-00 EB-07 /017 W
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R 200843Z APR 76
FM AMEMBASSY TAIPEI
TO USDOC WASHDC
INFO SECSTATE WASHDC 9236

UNCLAS TAIPEI 2537

FOR: USDOC/BIC/OIM/MRD - CODE 214
USDOC/BIC/OIM/EA/KELLY

E.O. 11652: N/A

TAGS: BBSR, TW

SUBJECT: GLOBAL MARKET RESEARCH - COMPUTERS AND PERIPHERAL
EQUIPMENT, ROC

REF : USDOC 47, 75 TAIPEI A-210, CONTRACT NO.1360-601038,
WORK ORDER NO.1

1. ON 4/16/76 TC FORWARDED TO OIM/MRD 10 COPIES OF SUBJECT
STUDY PREPARED BY MANAGEMENT CONSULTANTS CORPORATION (MCC).
ORIGINAL AND 2 COPIES WERE POUCHED. REMAINING 5 COPIES
WERE SENT BY APO AIR MAIL.

2. SUBJECT STUDY'S ANALYSES OFFER CREDIBLE OVERVIEW OF ROC
MARKETS FOR COMPUTERS AND PERIPHERAL EQUIPMENT. MCC'S
CONCLUSIONS AND RECOMMENDATIONS ARE VERY SIMILAR TO THOSE
WHICH TC MADE IN MARKET PRODUCT ANALYSIS SECTION OF '75
TAIPEI A-210, THE FINAL SHOW REPORT FOR 8/75 COMPUTERS
AND RELATED EQUIPMENT EXHIBITION. RESEARCH CONTAINS
NUMEROUS SPELLING AND TYPOGRAPHICAL ERRORS.

TC WILL BRING THESE TO MCC'S ATTENTION TO AVOID SIMILAR
OCCURRENCES IN FUTURE STUDIES. MOST SIGNIFICANT ERRORS
AND CORRECTIONS ARE:

- P.11, ITEM E, "ARE" SHOULD BE "ALL".

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- P.28, "CIVIL AVIATION BUREAU" SHOULD BE "CIVIL AERONAUTICS
ADMINISTRATION".

- P.81, ATTENDANCE AT COMPUTERS AND RELATED EQUIPMENT
EXHIBITION SHOULD BE 4,520.

- P.33, CATEGORY ENTITLED "OTHER" AND ACCOUNTING FOR 34
PER CENT OF INSTALLED MINICOMPUTER END-USER APPLICATIONS
INCLUDES UTILIZATION IN GOVERNMENT, TRANSPORTATION,
EDUCATION, AND RESEARCH.
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Message Attributes

Automatic Decaptioning: X
Capture Date: 01 JAN 1994
Channel Indicators: n/a
Current Classification: UNCLASSIFIED
Concepts: n/a
Control Number: n/a
Copy: SINGLE
Draft Date: 20 APR 1976
Decaption Date: 01 JAN 1960
Decaption Note:
Disposition Action: n/a
Disposition Approved on Date:
Disposition Authority: n/a
Disposition Case Number: n/a
Disposition Comment:
Disposition Date: 01 JAN 1960
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
Document Number: 1976TAIPEI02537
Document Source: CORE
Document Unique ID: 00
Drafter: n/a
Enclosure: n/a
Executive Order: N/A
Errors: N/A
Film Number: D760148-0965
From: TAIPEI
Handling Restrictions: n/a
Image Path:
ISecure: 1
Legacy Key: link1976/newtext/t19760442/aaaabjdm.tel
Line Count: 72
Locator: TEXT ON-LINE, ON MICROFILM
Office: ACTION EA
Original Classification: UNCLASSIFIED
Original Handling Restrictions: n/a
Original Previous Classification: n/a
Original Previous Handling Restrictions: n/a
Page Count: 2
Previous Channel Indicators: n/a
Previous Classification: n/a
Previous Handling Restrictions: n/a
Reference: 76 TAIPEI A-210
Review Action: RELEASED, APPROVED
Review Authority: oatisao
Review Comment: n/a
Review Content Flags:
Review Date: 06 AUG 2004
Review Event:
Review Exemptions: n/a
Review History: RELEASED <06 AUG 2004 by SilvaL0>; APPROVED <20 SEP 2004 by oatisao>
Review Markings:

Margaret P. Grafeld
Declassified/Released
US Department of State
EO Systematic Review
04 MAY 2006

Review Media Identifier:
Review Referrals: n/a
Review Release Date: n/a
Review Release Event: n/a
Review Transfer Date:
Review Withdrawn Fields: n/a
Secure: OPEN
Status: NATIVE
Subject: GLOBAL MARKET RESEARCH - COMPUTERS AND PERIPHERAL EQUIPMENT, ROC
TAGS: BBSR, TW
To: COM
Type: TE
Markings: Margaret P. Grafeld Declassified/Released US Department of State EO Systematic Review 04 MAY 2006